

## LOK SABHA DEBATES

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### LOK SABHA

Monday, March 27, 1967/Chaitra 6,  
1889 (Saka).

The Lok Sabha met at Eleven of the  
Clock.

[MR. SPEAKER in the Chair]

### MEMBERS SWORN

Shri B. N. Singh (Hazaribagh)  
Shrimati Vijaya Raje (Chatra)  
Shrimati Lalita Raja Laxmi (Dhan-  
bad)  
Shri Humayun Kabir (Basirhat).

### ORAL ANSWERS TO QUESTIONS

#### Commercial Broadcasts in A.I.R.

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\*56. Shri Sezhiyan:  
Shri C. C. Desai:  
Shri Yashpal Singh:  
Shri Bibhuti Mishra:  
Shri K. N. Tiwary:

Will the Minister of Information  
and Broadcasting be pleased to state:

(a) whether Government have  
taken any decision on the introduc-  
tion of commercial advertisements in  
the All India Radio;

(b) if so, the details thereof; and

(c) the revenue expected there-  
from?

The Minister of Information and  
Broadcasting (Shri K. K. Shah): (a)  
Yes, Sir. Government have taken a  
decision in principle to introduce  
limited commercial advertisements  
over the All India Radio.

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(b) and (c). The implications are  
being studied in detail. It is not  
possible to assess the expected finan-  
cial revenue at this stage.

Shri Sezhiyan: Since the Govern-  
ment has now come to the conclusion  
that they will include commercial  
broadcasts on A.I.R., I would like to  
know whether it will be confined only  
to *Vividh Bharati*, as recommended  
by the Chanda Committee, or it will  
cover even other programmes.

Shri K. K. Shah: The recommen-  
dation is not only in respect of *Vividh  
Bharati* but also on the Rural Pro-  
gramme and the External Services  
Programme and it will be as recom-  
mended in all these services.

Shri Sezhiyan: Regarding the  
organisational changes, the Chanda  
Committee, in Para 736 of their  
Report, say:

"We do not consider that their  
piecemeal treatment, without an  
institutional change, would sub-  
serve the purpose we have in  
view or enable A.I.R. to take its  
place amongst other broadcasting  
organisations which, combining  
independence and social respon-  
sibility, contribute so richly to  
the communities they serve."

That means, they wanted that the  
A.I.R. should be made a Corporation  
before these changes are introduced.  
I want to know whether the Govern-  
ment has taken any specific decision  
on this point of converting the A.I.R.  
into a Corporation as in the case of  
B.B.C. and other services.

Shri K. K. Shah: It is under con-  
sideration.